IN THE CLAIMS:

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter *(underlining)* and deleted subject matter *(strikethrough)*, as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-15. (Canceled)

16. (Currently Amended) A commercial transaction communication control system for selectively enabling communications between members of plural groups, including at least one potential buyer and at least one **merchandise** vendor, **from a plurality of such vendors** at remote locations, the system being adapted for use with an on-line computer service, for accomplishing electronic communication between said groups, comprising:

an interface for accessing said system, **wherein** at least one buyer having an interface adapted for use with said on-line computer service [[as]] **is** at least a portion of said interface,

a dynamic video system for receiving video from a vendor and providing\ video to said buyer,

an audio system for receiving audio from a vendor and providing audio communication to said buyer,

a text system for providing text between said vendor and said buyer,

a storage memory for storing data associated with an active buyer, including buyer identification data and commercial transaction data that includes request data entered by the active buyer, and

a control **computer** unit utilized in said commercial transaction communication control system for control of said interface and storage memory for storing of data, from said active buyer including buyer identification data and commercial transaction data, said control ~~system~~ **computer** utilizing the request data entered by the active buyer to

locate a select vendor from a plurality of vendors identified to the control ~~system~~ **computer unit**, the control ~~system~~ **computer unit,** upon locating the select vendor providing audio, dynamic video and text from at least said select vendor to said active buyer responsive to said commercial transaction data.

17.   (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes a camera associated at least with said vendor.

18.   (Previously Presented) The commercial transaction communication system of claim 17 wherein the camera is adapted to image said vendor.

19.   (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes a video storage system.

20.   (Previously Presented) The commercial transaction communication system of claim 19 wherein the dynamic video system provides stored video to at least said buyer from said video storage system.

21.   (Previously Presented) The commercial transaction communication system of claim 16 wherein the system further includes a printer.

22.   (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes a freeze frame capability.

23.   (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes a high resolution video capability.

24. (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes real-time video.

25. (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system includes two-way video.

26. (Previously Presented) The commercial transaction communication system of claim 25 wherein the real-time video is live person-to-person video communication.

27. (Previously Presented) The commercial transaction communication system of claim 16 wherein the dynamic video system is non-real time video.

28. (Previously Presented) The commercial transaction communication system of claim 16 wherein the audio system provides voice.

29. (Previously Presented) The commercial transaction communication system of claim 28 wherein the audio system provides real-time voice communication.

30. (Previously Presented) The commercial transaction communication system of claim 16 wherein the text system includes provision of commercial transaction data.

31. (Previously Presented) The commercial transaction communication system of claim 30 wherein the commercial transaction data includes product identification data.

32. (Previously Presented) The commercial transaction communication system of claim 30 wherein the commercial transaction data includes order data.

33. (Previously Presented) The commercial transaction communication system of claim 30 wherein the commercial transaction data includes purchase order data.

34. (Previously Presented) The commercial transaction communication system of claim 16 wherein the text data includes alphanumeric data.

35. (Previously Presented) The commercial transaction communication control system of claim 16 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

36. (Previously Presented) The commercial transaction system of claim 16 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer and seller location.

37. (Previously Presented) The commercial transaction system of claim 36 wherein the electronic data interchange (EDI) data includes electronic commercial transaction forms.

38. (Previously Presented) The commercial transaction communication system of claim 16 wherein the plural groups include at least one potential buyer and a plurality of vendors.

39. (Previously Presented) The commercial transaction communication system of claim 16 wherein the plural groups include at least one vendor and a plurality of potential buyers.

40. (Previously Presented) The commercial transaction communication system of claim 16 wherein the plural groups include a plurality of potential buyers and a plurality of vendors.

41.   (Previously Presented) The commercial transaction communication control system of claim 16 further including an image storage system for storing images for provision to said buyer.

42.   (Previously Presented) The commercial transaction communication control system of claim 41 wherein the image storage includes still images.

43.   (Previously Presented) The commercial transaction system of claim 16 further including an inventory control system.

44.   (Previously Presented) The commercial transaction system of claim 43 further including a notification prevention system when said inventory control system indicates that the product or service is unavailable.

45.   (Currently Amended) A commercial transaction communication system for selectively enabling communications between members of ~~plural~~ **buyer and vendor** groups, **each** including at least one active buyer and at least one vendor, at remote locations**, said commercial transaction communication system** for accomplishing electronic communication, comprising:

        video terminals for providing video display for each of said members of said ~~plural~~ **buyer and vendor** groups, said terminals being connected to effect video communication,

        a dynamic motion video system for providing video between said members of said ~~plural~~ **buyer and vendor** groups, including at least the transmission of video from at least one vendor to at least one said active buyer,

        a text system for providing text from at least said **one** vendor to said active buyer, said text including commercial transaction data,

a storage memory for **receiving and** storing data on said members of said ~~plural~~ **buyer and vendor** groups, including identification data and commercial transaction data including electronic data interchange (EDI) data relating to at least certain members **of said groups**, and

a control ~~system~~ **computer unit** to selectively interchange commercial transaction data and video including electronic data interchange (EDI) data between said members of said ~~plural~~ **buyer and vendor** groups in accordance with said identification data and said commercial transaction data, including at least said active buyer and [[a]] **at least said one** vendor, and to access said storage memory at least with respect to said electronic data interchange (EDI) data.

46.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes a camera associated at least with said vendor.

47.   (Previously Presented) The commercial transaction communication system of claim 46 wherein the camera is adapted to image said vendor.

48.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes a video storage system.

49.   (Previously Presented) The commercial transaction communication system of claim 48 wherein the dynamic video system provides stored video to at least said buyer from said video storage system.

50.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the system further includes a printer.

51.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes a freeze frame capability.

52.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes a high resolution video capability.

53.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes real-time video.

54.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system includes two-way video.

55.   (Previously Presented) The commercial transaction communication system of claim 54 wherein the real-time video is live person-to-person video communication.

56.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the dynamic video system is non-real time video.

57.   (Previously Presented) The commercial transaction system of claim 45 wherein the dynamic motion video system provides stored video to at least said buyer.

58.   (Previously Presented) The commercial transaction system of claim 45 further including an audio system for providing audio communication from said vendor to said buyer.

59.   (Previously Presented) The commercial transaction communication system of claim 56 wherein the audio system provides voice.

60.   (Previously Presented) The commercial transaction communication system of claim 59 wherein the audio system provides real-time voice communication.

61.   (Previously Presented) The commercial transaction system of claim 45 wherein the commercial transaction data specifies at least an individual physical item which is a subject of the commercial transaction.

62.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the commercial transaction data includes product identification data.

63.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the commercial transaction data includes order data.

64.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the commercial transaction data includes purchase order data.

65.   (Previously Presented) The commercial transaction communication system of claim 45 wherein the text data includes alphanumeric data.

66.   (Previously Presented) The commercial transaction system of claim 45 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer and seller location.

67.   (Previously Presented) The commercial transaction system of claim 45 wherein the electronic data interchange (EDI) data includes electronic commercial transaction forms.

68. (Previously Presented) The commercial transaction communication system of claim 45 further including an image storage system for storing images for provision to said buyer.

69. (Previously Presented) The commercial transaction communication system of claim 68 wherein the image storage includes still images.

70. (Previously Presented) The commercial transaction communication system of claim 45 wherein the plural groups includes at least one potential buyer and a plurality of vendors.

71. (Previously Presented) The commercial transaction communication system of claim 45 wherein the plural groups includes at least one vendor and a plurality of potential buyers.

72. (Previously Presented) The commercial transaction communication system of claim 45 wherein the plural groups includes a plurality of potential buyers and a plurality of vendors.

73. (Previously Presented) The commercial transaction system of claim 45 further including an inventory control system.

74. (Previously Presented) The commercial transaction system of claim 73 further including a notification prevention system when said inventory control system indicates that the product or service is unavailable.

75. (Previously Presented) The commercial transaction system of claim 45 wherein at least certain members of said plural groups are adapted to access said system via an on-line computer service.

76.   (Previously Presented) The commercial transaction communication system of claim 75 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

77.   (Currently Amended) A commercial transaction communication system for selectively enabling communications between members of ~~plural~~ **buyer and vendor** groups, including at least one buyer and at least one vendor, at remote locations, the system being adapted for use with an on-line computer service, for accomplishing electronic communication, comprising:

> display terminals for each of said members of said ~~plural~~ **buyer and vendor** groups, said terminals being connected to effect communication,

> an interface for accessing said system, at least one buyer having an interface adapted for use with said on-line computer service as at least a portion of said interface,

> a text system for providing text relating to at least **one** said vendor **and** to **at least one** said buyer, said text including commercial transaction data, both expressed by **a** said buyer and provided by ~~the~~ **a said** vendor,

> a storage memory for **receiving and** storing data on said members of said ~~plural~~ **buyer and vendor** groups, including identification data and commercial transaction data including electronic data interchange (EDI) data relating to at least certain members, and

> a control ~~system~~ **computer unit** to selectively interchange commercial transaction data including electronic data interchange (EDI) data between said members of said ~~plural~~ **buyer and vendor** groups, including at least ~~said~~ **a** buyer and a vendor, and to access said storage memory at least with respect to said electronic data interchange (EDI) data.

78.   (Previously Presented) The commercial transaction communication system of claim 77 further including a dynamic motion video system for providing video between said

members of said plural groups, including at least the transmission of video from at least one vendor to at least one said buyer.

79.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system includes a camera associated at least with said vendor.

80.   (Previously Presented) The commercial transaction communication system of claim 79 wherein the camera is adapted to image said vendor.

81.   (Previously Presented) The commercial transaction communication system of claim 80 wherein the dynamic video system includes a video storage system.

82.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system provides stored video to at least said buyer from said video storage system.

83.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the system further includes a printer.

84.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system includes a freeze frame capability.

85.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system includes a high resolution video capability.

86.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system includes real-time video.

87.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system includes two-way video.

88.   (Previously Presented) The commercial transaction communication system of claim 86 wherein the real-time video is live person-to-person video communication.

89.   (Previously Presented) The commercial transaction communication system of claim 78 wherein the dynamic video system is non-real time video.

90.   (Previously Presented) The commercial transaction system of claim 77 wherein the dynamic motion video system provides stored video to at least said buyer.

91.   (Previously Presented) The commercial transaction system of claim 77 further including an audio system for providing audio communication from said vendor to said buyer.

92.   (Previously Presented) The commercial transaction communication system of claim 91 wherein the audio system provides voice.

93.   (Previously Presented) The commercial transaction communication system of claim 91 wherein the audio system provides real-time voice communication.

94.   (Previously Presented) The commercial transaction system of claim 77 wherein the commercial transaction data specifies at least an individual physical item which is a subject of the commercial transaction.

95.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the commercial transaction data includes product identification data.

96.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the commercial transaction data includes order data.

97.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the commercial transaction data includes purchase order data.

98.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the text data includes alphanumeric data.

99.   (Previously Presented) The commercial transaction system of claim 77 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer and seller location.

100.   (Previously Presented) The commercial transaction system of claim 99 wherein the electronic data interchange (EDI) data includes electronic commercial transaction forms.

101.   (Previously Presented) The commercial transaction communication system of claim 77 further including an image storage system for storing images for provision to said buyer.

102.   (Previously Presented) The commercial transaction communication system of claim 101 wherein the image storage includes still images.

103.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the plural groups includes at least one potential buyer and a plurality of vendors.

104.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the plural groups includes at least one vendor and a plurality of potential buyers.

105.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the plural groups includes a plurality of potential buyers and a plurality of vendors.

106.   (Previously Presented) The commercial transaction system of claim 77 further including an inventory control system.

107.   (Previously Presented) The commercial transaction system of claim 106 further including a notification prevention system when said inventory control system indicates that the product or service is unavailable.

108.   (Previously Presented) The commercial transaction communication system of claim 77 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

109.   (Currently Amended) A commercial transaction communication control system for selectively enabling electronic communications between members of ~~plural~~ **buyer and vendor** groups, including at least one buyer and at least one vendor, at remote locations for accomplishing electronic communication, the **commercial transaction communication control** system being adapted for use with an on-line computer service, comprising:

> an interface system for actuation by ~~said~~ **an active** buyer for interaction with said system, at least one buyer adapted for utilizing a public on-line computer service as a portion of said interface system, said **active** buyer expressing an area of interest via said interface system for consideration in relation to the at least one vendor,

a storage memory for **receiving and** storing data on said members of said ~~plural~~ **buyer and vendor** groups, including identification data and commercial transaction data including video data relating to at least certain **group** members, and

an independent commercial transaction control ~~system,~~ **computer unit** physically distinct and remote from said buyer ~~system~~ and ~~said~~ vendor ~~system,~~ **locations** to selectively facilitate the transmission of commercial transaction data, as electronic interchange data (EDI) data, upon consideration of the area of interest in relation to the at least one vendor, between said members of said ~~plural~~ **buyer and vendor** groups, including at least said **active** buyer and said vendor.

110.   (Previously Presented) The commercial transaction system of claim 110 further including an audio system for provision of audio to said possibly interested buyer in combination with said high resolution still image.

111.   (Previously Presented) The commercial transaction communication system of claim 111 wherein the audio system provides voice.

112.   (Withdrawn) A traffic control system for enabling communication exchanges between plural groups including at least one potential buyer at a buyer terminal including a personal computer and at least one vendor data site with video access to data relating to a service or merchandise, the traffic control system for use with a public telephone system to enable communication exchanges between buyer terminals and vendor data sites at remote locations, related to the possibility of consummating a transaction, the traffic control system comprising:

an interface for communications through the public telephone system involving buyer terminals and vendor data sites and for receiving data from a prospective buyer at an active buyer terminal including identification data and type of merchandise and/or service data relating to an area of interest;

memory storage to receive and store vendor data including data relating to types

of merchandise and/or services relating to areas of interest; and

a processor to control, manage and interconnect with remote buyer terminals and vendor sites, and to selectively provide video data for display by an active buyer terminal in accordance with types of merchandise and/or services relating to areas of interest as communicated from an active buyer terminal pursuant to a possible transaction for a buyer as identified by said identification data.

113. (Withdrawn) A traffic control system according the claim 113 wherein said merchandise/service classes are represented by codes.

114. (Withdrawn) A traffic control system according to claim 114 wherein said codes are represented by numerical representations.

115. (Withdrawn) A traffic control system according to claim 113 wherein said interface includes dial-up capability to dial-up a vendor data site through said public telephone system controlled by said processor in accordance with said merchandise classes.

116. (Withdrawn) A traffic control system according to claim 116 wherein said merchandise classes are represented by numerical representations.

117. (Withdrawn) A traffic control system according to claim 113 wherein said at least one vendor data site further stores text data relating to merchandise and/or services and wherein said text data is selectively supplied to an active buyer terminal for display.

118. (Withdrawn) A traffic control system according to claim 113 wherein said identification data includes a check digit.

119. (Withdrawn) A traffic control system according to claim 113 wherein said

identification data comprises a buyer electronic mail address.

120.   (Withdrawn)   A traffic control system according to claim 113 wherein said identification data is stored by said processor for billing purposes related to a transaction.

121.   (Withdrawn)   A traffic control system according to claim 113 wherein said video data includes dynamic video representations.

122.   (Withdrawn)   A traffic control system according to claim 113 wherein said video data provided to said active buyer terminal may be controlled by said active buyer terminal.

123.   (Withdrawn)   A traffic control system according to claim 113 wherein said data from a prospective buyer includes an indication of the maximum amount that a buyer is willing to pay in a transaction.

124.   (Withdrawn)   A traffic control system according to claim 113 wherein said interface includes an on line computer service.

125.   (Withdrawn)   A traffic control system according to claim 113 further including an operator terminal.

126.   (Withdrawn)   A traffic control system according to claim 126 further including a printer.

127.   (Withdrawn)   A process of traffic control involving a plurality of prospective buyer terminals with video display capability and a plurality of vendor data sites associated with merchandise or services, and further involving a public telephone system, the process of traffic control for the possible consummation of transactions, and comprising the steps of:

storing video data relating to merchandise and/or services for vendor data sites and types of merchandise and/or services relating to areas of interest;

receiving buyer data including data relating to an area of interest along with identification data from an active prospective buyer terminal;

selectively providing and communicating video data relating to merchandise or services from stored video data for display at an active buyer terminal responsive to buyer types of merchandise and/or service data received from the active prospective buyer terminal; and

receiving and storing indications of the consummation of a transaction between a vendor terminal and an active buyer terminal.

128.   (Withdrawn)   A process of traffic control according to claim 128 further including a step of representing said merchandise and/or service classifications relating to an area of interest by codes.

129.   (Withdrawn)   A process of traffic control according to claim 129 wherein the codes comprise numerical representations.

130.   (Withdrawn)   A process according to claim 128 wherein said step of selectively providing and communicating video data includes dialing up a vendor data site through a public telephone system in accordance with said classes of merchandise and/or service.

131.   (Withdrawn)   A process according to claim 131 wherein said classes of merchandise and/or service comprise numerical representations.

132.   (Withdrawn)   A process according to claim 128 including a further step of storing text data relating to merchandise and/or service and selectively providing and communication said text data for display at an active buyer terminal.

133. (Withdrawn) A process according to claim 128 wherein said identification data includes a check digit.

134. (Withdrawn) A process according to claim 128 wherein said buyer identification data comprises a buyer electronic mail address.

135. (Withdrawn) A process according to claim 128 including a further step of storing said buyer identification data for billing purposes related to a transaction.

136. (Withdrawn) A process according to claim 128 wherein said video data comprise dynamic video representations.

137. (Withdrawn) A process according to claim 128 further including a step of enabling control of said video data at said buyer terminals.

138. (Withdrawn) A process according to claim 128 wherein said buyer data further includes the maximum amount that buyer is willing to pay in a transaction.

139. (Withdrawn) A process according to claim 128 wherein said step of selectively providing includes communication through an on line computer service.

140. (Withdrawn) A process according to claim 128 further including a step of coupling a buyer terminal to a live operator terminal.

141. (Withdrawn) A process according to claim 128 further including a step of printing data relating to an accomplished transaction.